

Digital Ad Server

Discover Flagstaff | 08-24-21





Digital Ad Server



- 400 ads served annually
- Real-time Bidding (RTB) platform
- Targeted approach
- 30M impressions producing demand for Flagstaff businesses



Digital Ad Server



SEEKING
SOLUTIONS
FOR
YOUR
BUSINESS



Recovery

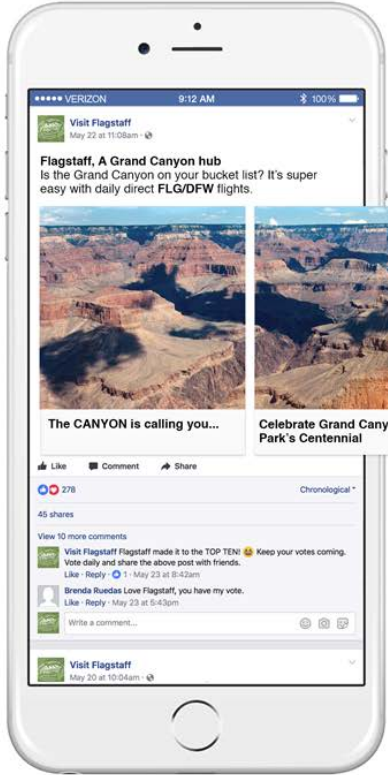


| YTD-June | ADR FLG | Occ FLG |
|-------------|----------|---------|
| 2021 | \$116.24 | 72.8% |
| 2020 | \$79.75 | 48.4% |
| % Diff | 45.7% | 50.5% |
| State of AZ | 1.1% | 21.1% |
| 2019 | \$103.27 | 70.5% |

| BBB Tax Collection - June | |
|---------------------------|-------------|
| 2021 | \$1,033,792 |
| 2020 | \$560,489 |
| 2019 | \$752,074 |



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NEW logo image





Paid digital ad creative



Flagstaff
discoverflagstaff.com
Arizona's destination for all seasons

Dog-gone Friendly
at 7,000'

STAY, PLAY, DISTANCE & MASK RESPONSIBLY
FIRE RESTRICTIONS IN EFFECT | firerestrictions.us/az

Flagstaff Public Art Tour

Download **FREE MAPS** for Self-Guided Tours

STAY & PLAY RESPONSIBLY
Fire Restrictions in Effect

Flagstaff
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Arizona's destination for all seasons

ENTER FOR A CHANCE-TO-WIN!

2021 **FLAGSTAFF**

SCIENCE CULTURE HERITAGE **MUSIC** ART-THEATER CRAFT BEER-WINE FESTIVALS

Two Flagstaff Shakespeare Festival tickets valued at \$50!

Official rules & restrictions apply. Must be at least 21 years old to enter.

STAY, PLAY, DISTANCE AND **MASK** RESPONSIBLY.

"FOODIST AWARD"
TOP ARIZONA BREWERY
Arizona Restaurant Association

STAY & PLAY RESPONSIBLY
Fire Restrictions in Effect

Flagstaff
discoverflagstaff.com
Arizona's destination for all seasons

FREE Winter Recreation Map

Free FLG #FreeFLG

STAY, PLAY, DISTANCE AND **MASK** RESPONSIBLY

Flagstaff
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Arizona's destination for all seasons

ENTER FOR A CHANCE-TO-WIN!

Two Flagstaff Hullabaloo VIP tickets OR two GA tickets! Total value of \$175!

Official rules & restrictions apply. Must be at least 21 years old to enter.

STAY & PLAY RESPONSIBLY

FLAGSTAFF SCIENCE CULTURE HERITAGE **MUSIC** ART-THEATER CRAFT BEER-WINE FESTIVALS



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Flagstaff
discoverflagstaff.com
Arizona's destination for all seasons

Keep our wild places **WILD.**
Learn how.

TO MAKE A DONATION TO THE FLAGSTAFF TRAILS INITIATIVE, TEXT **WILD4FLAG** TO **44321**

STAY, PLAY, DISTANCE AND **MASK** RESPONSIBLY.

Get Your **FREE**
Winter Recreation
Snowplay Map

Flagstaff
discoverflagstaff.com
Arizona's destination for all seasons

STAY, PLAY, DISTANCE AND **MASK** RESPONSIBLY.

FLAGSTAFF
365
EVENTS CALENDAR .com

THE ORPHEUM THEATER
HAS RE-EMERGED
WITH SUMMER EVENTS

STAY & PLAY
RESPONSIBLY

FLAGSTAFF
365
EVENTS CALENDAR .com

CELEBRATING **40 YEARS**
1981-2021
THE Arboretum
AT FLAGSTAFF
OPENING MAY 1

STAY, PLAY, DISTANCE AND **MASK** RESPONSIBLY.

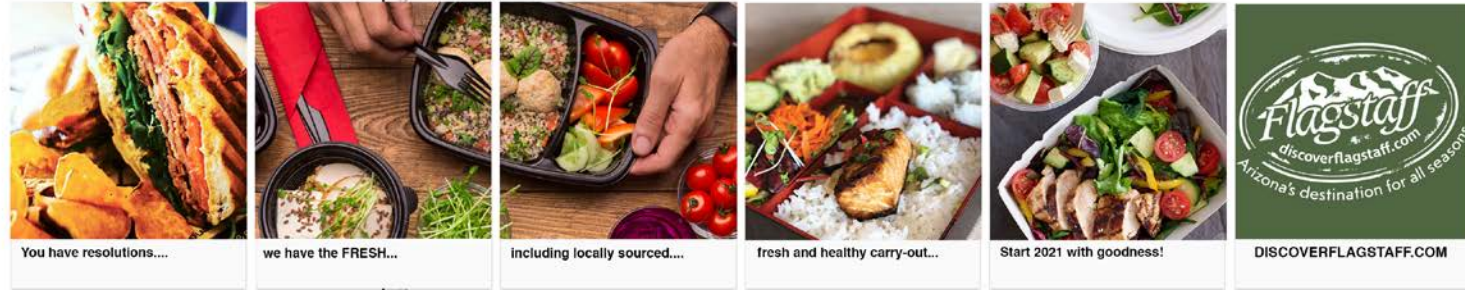
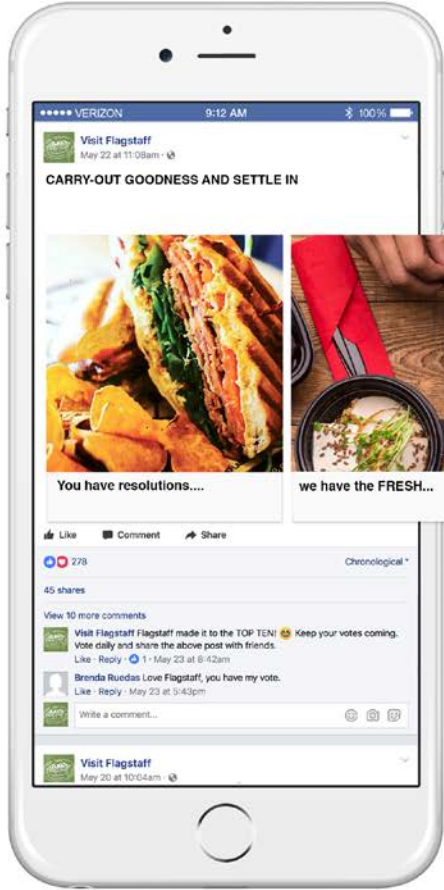


Paid digital ad creative





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January 2021

<https://www.flagstaffarizona.org/dining-nightlife/restaurants/>



Digital Ad Server Vendor: See Source

- Reoccurring budgeted item
 - \$170,000
- **See Source** will:
 - Serve hyper targeted campaigns to higher intent audiences
 - Optimize to travelers showing the most intent
 - A/B testing and optimize to performance



Digital Ad Server
Vendor:
See Source

Request to approve
selected contract.



Digital Ad Server Contract

Thank you.

